

REMARKS / ARGUMENTS

Claims 26-34 remain pending in this application. No claims have been canceled or added.

35 U.S.C. § 103

Claims 26-32 stand rejected under 35 U.S.C. §103(a) as being anticipated by Downs et al (U.S. Patent No. 6,226,628) in view of DeBoor (WO 99/59283). These rejections are traversed as follows.

As stated in the previously filed response, in Downs et al, the contents itself is watermarked. In other words, digital codes which define use restrictions such as copy free, permitting number of copies, number of plays, etc., are watermarked.

On the other hand, according to the presently claimed invention, electronic watermark information including information that is desired to be disclosed by an information exhibitor, information regarding an expiration term to be used to control display of the information, and information regarding electronic signature to conduct verification of authenticity of both the information that is desired to be disclosed and the information as to the expiration term are watermarked. The image mark symbolically expresses a content of the electronic watermark information embedded in the image mark.

In Applicants' invention, the contents itself to be exhibited is located at another site addressed by a different URL that is different from the URL of a web page to which the image mark is attached. The watermarked information is embedded in the image mark which can be viewed as a button for leading a reader to the different URL.

Therefore, Downs et al fail to disclose or suggest the claimed features of receiving and extracting as set forth in claims 26 and 32. Downs et al also fail to disclose or suggest the receiving unit and control unit in claim 29.

Furthermore, the Examiner's reliance upon DeBoor fails to cure the deficiencies in Downs et al. According to DeBoor, the latest advertisement file is downloaded occasionally in a storage area of a wireless communication terminal device. The advertisement file is displayed in a full-screen manner during an interval when no operation is performed for a predetermined period. Otherwise, the advertisement banner is displayed in a portion of the screen that does not disturb operations.

However, in the present invention, the intention is to make it possible for many people to view credible information easily. As such, data as to the summary and linked URL of information to be exhibited, the signature, etc., are electronically watermarked in an image mark to be displayed at a position which does not require excess space on the display screen. When displaying the web page to which the image mark is attached, the display of the image mark is controlled by checking the

signature and conducting verification of authenticity. DeBoor fails to disclose or suggest these features of the presently claimed invention.

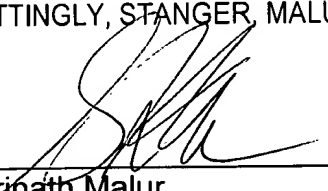
Furthermore, in DeBoor's full-screen advertisement, prescription of actions is not enabled although display of image data is enabled. Alternatively, in the banner advertisement mode, display of the image data is not enabled though prescription of actions is enabled. Therefore, DeBoor does not satisfy both the display of the image data and the prescription of actions. As such, it is submitted that the pending claims patentably define the present invention over the cited art.

Conclusion

In view of the foregoing, Applicant respectfully requests that a timely Notice of Allowance be issued in this case.

Respectfully submitted,

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